

Bachelor of Marketing Year 1 Units Description

Unit	Description	Assessment Requirement
ACC101 Accounting Principles	This unit introduces the broad principles and builds a strong foundation in important accounting concepts, tools, processes, and applications to the real world. It prepares the future on how to understand and interpret vital business information. First, students understand business valuation based on a company balance sheet statement. Second, they assess financial viability using the profit and loss statement. Finally, they evaluate operational, investment, and financial activities using cash flow analysis. Emphasis is placed on using real-world examples by exploring professional cases, databases, and software tools that are relevant to today's decision makers.	<ol style="list-style-type: none"> 1. Mid-Term test, weighting: 30% 2. Report, weighting: 20% 3. Final Exam, weighting: 50%
BUS101 Professional and Business Communication	This unit introduces the important principles and techniques in communicating professionally and publicly in a business context. Students will improve their ability to perform and communicate effectively to achieve a goal and deliver a message with clarity to a target audience. In addition, students will explore different methodologies for presenting information with a matching presentation style in individual and group contexts. This includes building awareness and engaging practices in vocal strength and flexibility, physical presence, gestures, engagement with an audience, and impromptu problem-solving.	<ol style="list-style-type: none"> 1. Graded Weekly Activity, weighting:50% 2. Presentation & Feedback, weighting: 50%

<p>BUS102 Business Management</p>	<p>This unit introduces students to key concepts, theories, and frameworks of management and how they can be applied to the effective business management of modern organisations. The unit explores details in the four primary functions of management: planning and design, organising, leading and motivating, and control. It develops awareness of organisations and of a manager's role and function, stressing the skills needed in managerial roles. Current topics of real-world business management, and the importance of ethics, social responsibility, and diversity on management practices in both local and global context will be discussed throughout the unit. Students will be exposed to issues of effective decision-making processes, the importance of interpersonal skills, and the ability to operate collaboratively in teams.</p>	<ol style="list-style-type: none"> 1. Mid-term test, weighting: 20% 2. Group Research Report, weighting: 30% 3. Final Exam, weighting: 50%
<p>ECO101 Firms, Consumers and Market Structure</p>	<p>This unit will equip students with fundamental concepts and analytical techniques for the analysis of choices by individual decision makers in a world of limited resources. Students will be taught to relate key theories to daily economic activities by consumers and producers. The unit will enable students to develop critical thinking skills and use basic economic principles to explain factors affecting how the market works. Students will be able to analyse the interaction of supply and demand in different types of markets by applying tools of constrained optimisation and economic measurements to address issues of daily lives, industry, market changes, society, and the environment.</p>	<ol style="list-style-type: none"> 1. Mid-term test 1, weighting: 20% 2. Mid-term test 2, weighting: 20% 3. Final Exam, weighting: 60%
<p>LAW101 Law and Ethics in Marketing</p>	<p>This unit introduces the key concepts of Australian marketing law and ethics. Students learn about the importance and use of marketing law and ethical trading practices as managed by</p>	<ol style="list-style-type: none"> 1. Quiz 1, weighting: 10% 2. Quiz 2, weighting: 20% 3. Group research assignment, weighting: 20% 4. Final exam, weighting: 50%

	<p>senior marketing executives, company governance structures and business management in general.</p> <p>This unit employs real-world cases to engage students' learning, and tasks students with developing recommendations to support marketing practices and inform business decisions.</p> <p>Students build a strong foundation in understanding the laws which govern marketing practices in Commonwealth, states and territories. Students will be exposed to issues of effective marketing decision making with ramifications in the context of the relevant law and to the importance of interpersonal skills, and the ability to operate collaboratively in teams.</p> <p>This unit prepares students to become a marketing director.</p>	
<p>MKG101 Marketing Principles</p>	<p>This unit introduces students to the foundations of marketing. The material will provide an overview of marketing's role in businesses, in understanding and meeting customer needs, in creating value for customers, and in turn capturing value from customers. The unit will explore the theory and practice of marketing through real-world applications by examining the marketing process, its underpinning concepts, and introduce practical tools used by marketers to implement marketing strategies and campaigns (e.g., elements of the marketing mix). Students will investigate the relationship of marketing to other functions, as well as marketing's place in the business world.</p>	<p>1a. Formative assessment, weighting: 5%</p> <p>1b. Test, weighting: 20%</p> <p>2. Marketing Plan, weighting: 35%</p> <p>3. Final Exam, weighting: 40%</p>

<p>MKG102 Consumer Behaviour</p>	<p>Consumer behaviour introduces the fundamental concepts, principles and theories of consumer decision making and their marketing implications in determining the way product buyers and users behave.</p>	<ol style="list-style-type: none"> 1. Literature review, weighting: 20% 2. Essay, weighting: 30% 3. Final exam, weighting: 50%
<p>STA101 Marketing Analytics in the Digital Age</p>	<p>This unit introduces the key concepts of marketing analytics in the digital world. Students learn about the importance and use of marketing analytics as managed by senior executives in their decision-making. This unit employs a project format to engage students' learning, using a real-world product or service. Students build a strong foundation in understanding, using and analysing information about a company background and competitors, business strategy and operations, market segmentation and product/service analysis, pricing and distribution analysis. This unit prepares students to become a competent marketing analyst.</p>	<ol style="list-style-type: none"> 1. Marketing Analytics stage 1, weighting: 15% 2. Marketing Analytics stage 2, weighting: 35% 3. Marketing Analytics report, weighting: 50%